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From: Heather Kulin

ATTN: Commissioner for Patents re 09/270,710 (5810-0002)

Message: App. No.: 09/270,710
Filed: 03-16-1999
Pat. No.: 8,041,604
Issued: 10-18-2011

Please record the attached **Power of Attorney** at your earliest convenience.

Heather Kulin
Legal Assistant

STOLOWITZ FORD COWGER LLP
American Bank Building Suite 600
621 SW Morrison Street
Portland, OR 97205
e. heather@stofoco.com
o. 503.224.2170 ext 215
f. 503.224.2084

CONFIDENTIAL AND ATTORNEY-CLIENT PRIVILEGED



Stoloritz Ford Cowger, LLP
621 SW Morrison, Suite 600, Portland, OR 97205
Tel: 503-224-2170 Fax: 503-224-2084
Website: www.stofoco.com

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PATENT APPLICATION

Docket No. 5810-0002

TRANSMITTAL LETTER – POWER OF ATTORNEY

Application No.: 09/270,710 Patent No.: 8,041,604
Filing Date: 03-16-1999 Issue Date: 10-18-2011
Title: METHOD OF EMBEDDING ADVERTISEMENTS IN
COMMUNICATION
Date: June 14, 2012

COMMISSIONER FOR PATENTS
VIA FAX 571-273-8300

TOTAL PAGES (including this cover sheet): 4

Attached are:

- ☒ Power of Attorney to Prosecute Applications Before the PTO
- ☒ Declaration Regarding Authority to Sign on Behalf of a Legal Entity
- ☒ Statement Under 37 CFR 3.73b

Respectfully submitted,

STOLLOWITZ FORD COWGER LLP

/Michelle C. Craig/
MICHELLE C. CRAIG
Reg. No. 35,139

STOLLOWITZ FORD COWGER LLP
621 SW Morrison Street, Suite 600
Portland, Oregon 97205
Customer No. 73552